

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *Online Customer Review*, *Flash Sale* dan *Live Shopping* mempunyai pengaruh terhadap Keputusan pembelian produk Skintific di Shopee pada kalangan mahasiswa FEBM UMRAH Tanjungpinang. Populasi dalam penelitian ini adalah mahasiswa FEBM UMRAH yang pernah membeli produk Skintific minimal 1 kali. Adapun jumlah sampel dalam penelitian ini sebanyak 93 responden, menggunakan metode *non-probability sampling* yaitu *purposive sampling* atau pengambilan sampel dengan pertimbangan tertentu. Penelitian ini merupakan penelitian Kuantitatif Deskriptif menggunakan SPSS versi 30. Hasil Penelitian menunjukkan bahwa secara parsial *Online Customer Review* tidak berpengaruh signifikan terhadap Keputusan pembelian, sedangkan *Flash Sale* dan *Live Shopping* Berpengaruh signifikan terhadap keputusan pembelian. Hasil Uji F menyatakan bahwa *Online Customer Review*, *Flash Sale* dan *Live Shopping* memiliki pengaruh secara simultan terhadap keputusan pembelian produk Skintific di Shopee pada Kalangan Mahasiswa FEBM UMRAH Tanjungpinang.

Kata Kunci : *Online Customer review*, *Flash sale*, *Live Shopping* dan Keputusan Pembelian.

ABSTRACT

This study aims to determine whether Online Customer Review, Flash Sale and Live Shopping have an influence on the decision to purchase Skintific products on Shopee among FEBM UMRAH Tanjungpinang students. The population in this study were FEBM UMRAH students who had purchased Skintific products at least once. The number of samples in this study was 93 respondents, using a non-probability sampling method, namely purposive sampling or sampling with certain considerations. This study is a Quantitative Descriptive study using SPSS version 30. The results of the study showed that partially Online Customer Review did not have a significant effect on purchasing decisions, while Flash Sale and Live Shopping had a significant effect on purchasing decisions. The results of the F Test stated that Online Customer Review, Flash Sale and Live Shopping had a simultaneous influence on purchasing decisions for Skintific products on Shopee among FEBM UMRAH Tanjungpinang Students.

Keywords : *Online Customer Review, Flash Sale, Live Shopping and Decision Purchase.*

